

Business Analysis (Opportunities)



Owner

CRM Team

D&PS Expert

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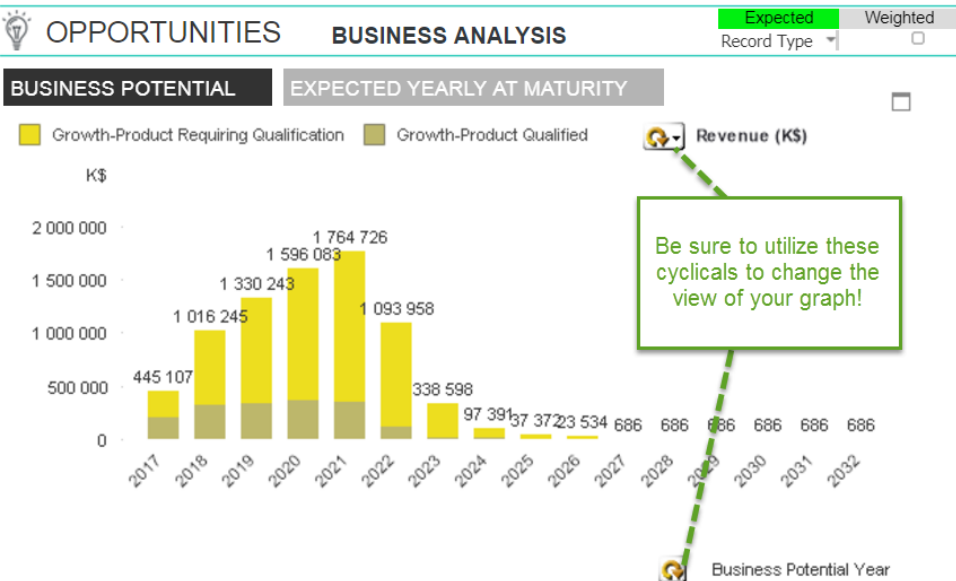
APAC: Lilian Cheong

General Description

The Business Potential tab is great for looking at your potential accessible (opportunity) revenue and volumes coming from the Salesforce.com pipeline. It allows a view of your ramp up/forecast for potential business. This is done through several indicators on the page:

The Expected/Weighted button will allow users to see the Business Potential with or without taking the Probability Rate into consideration in the calculations.

Business Potential:



This graph shows the ramp up/forecast of the opportunities with several available dimensions: Region, Market, Segment, Customer Classification, Strategic Segment, Manufacturing Plant, Business Potential Year, Group of Activity (BU), and GBU Segmentation 1, 2, and 3. Available indicators on the graph are Revenue, Volume, and Contribution Margin. There is also a split of the data between qualified product and product requiring qualification.

Expected Yearly at Maturity:



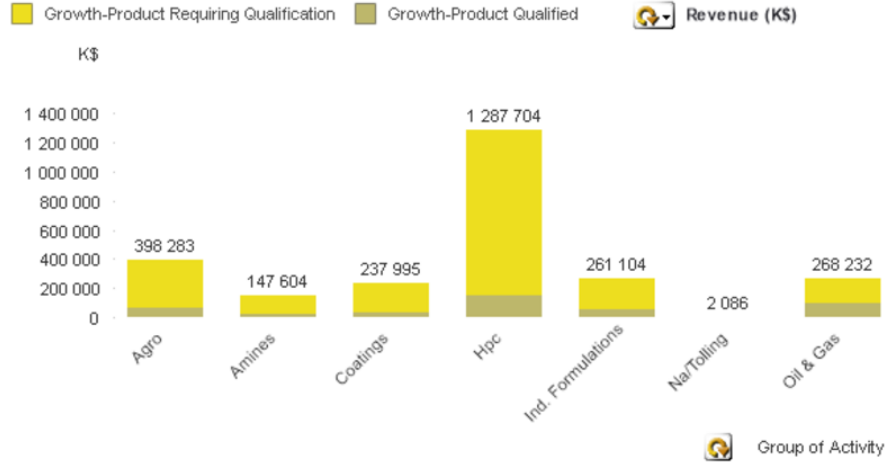
OPPORTUNITIES

BUSINESS ANALYSIS

Expected Weighted
Record Type ☐

BUSINESS POTENTIAL

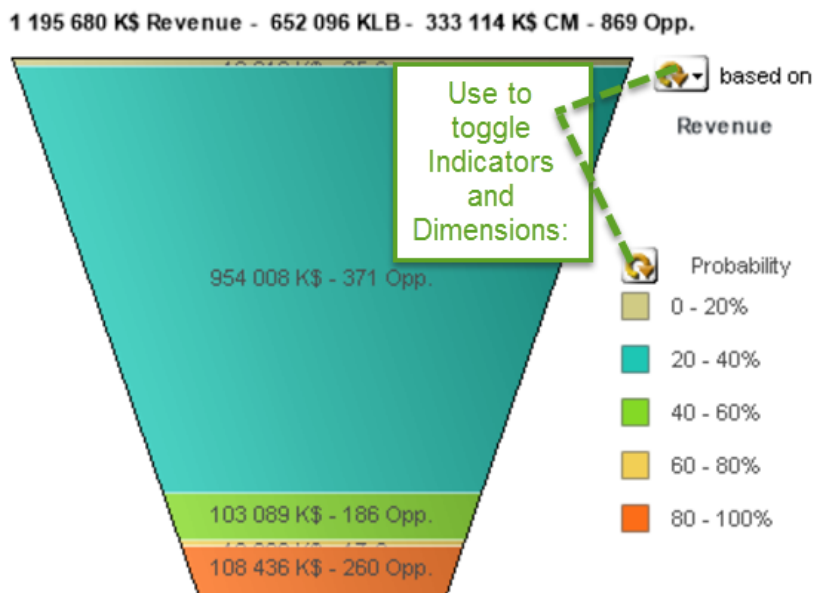
EXPECTED YEARLY AT MATURITY



"Expected Yearly at Maturity" is the volume and Revenue expected to sell at the maturity of each opportunity (not ramp up). There is no time period selection for this indicator as it simply shows the yearly figures at maturity.

The Funnel:

The funnel on the right allows users to view the opportunity data by Revenue, Volume, Contribution Margin, or # of Opportunities (use the cyclical as indicated below to change indicators). Also, this funnel can be viewed by probability or stage dimensions. At the top of the funnel are the totals based on your current filter selections.



Expected Yearly Details:

This table gives us details of the opportunities in the indicators above. See the picture below for short descriptions of each field:

EXPECTED YEARLY DETAILS					Link directly to SFDC Opportunity							
✓ Opportunity Name	Account	Prdt Level 4	Opp. Owner	Link	Expected Yearly Volume (KLB)	Target Unit Price (\$/KLB)	Expected Yearly Revenue (K\$)	Yearly Contribution Margin (%)	Yearly Contribution Margin (K\$)	Probability	Targeted First Delivery Date	Expected Close Date
BAYER CROP SCIENCE LP_Novocast_CO - FORMUL	Bayer Crop Science LP	Agro D 2000	PALMER Troy	Link	100 000	8 000.0	800 000	60%	480	20%	01/08/2018	07/08/2018
Starquar 5	Intec Div Of Rosens Inc	(Aa) Product To Be Developed	PALMER Troy	Link	1	Target Unit Price entered on SFDC for product	1 800	50%	0	50%	01/08/2018	01/08/2018
HELM AGRO US Inc_Novocast_BIOACTIVAT	Helm Agro Us Inc.	Agro Ftc 1500	Smith Seamus	Link	100 000	1 500.0	1 500 000	35%	525	100%	01/08/2018	21/04/2016
MAKHTESH AGAN OF NORTH AMERICA INC_Nov	Makhtesh Agan Of North America Inc	Antarox 2-104	Opportunity Owner from SFDC	Link	1 000.0	1 000.0	1 000.0	35%	325	100%	01/08/2018	01/08/2018
M B	N	SFDC Product Lvl 4 (Typically the SAP Product)	Prendergast Michael	Link	650.0	1 150.0	747.5	35%	261.6	100%	01/08/2018	01/08/2018
N	A	SFDC Account (Customer)	Prendergast Michael	Link	1 150.0	1 200.0	1 380.0	35%	482.5	100%	01/08/2018	01/08/2018
S	J		Coluccio Sean	Link	1 200.0	1 200.0	1 440.0	30%	432.0	50%	01/11/2017	01/11/2017
S	G		Coluccio Sean	Link								
A	A		Kirk Phillip	Link								
N	N		Ferguson William	Link								
Antarox BL 330	Nalcro Champion Sugar Land Harcros Chemicals Inc	Antarox BL 330	Kirk Phillip	Link	23	771.1	17 835.3	30%	5349.6	61%	31/08/2017	31/12/2017
Allnex / GP 1000	Allnex Usa Inc	(Aa) Product To Be Developed	Coluccio Sean	Link	85	1 230.0	104 550.0	40%	41 820.0	100%	01/12/2017	01/12/2017

Below are examples of some of the calculations used for Expected business potential:

Expected Business Potential Calculation:

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- Expected Full Business Potential Volume = Sum of all years of Business Potential Volume eg. from 2018 to 2022 (10 + 20 + 20 + 20 + 20).
- Expected Yearly Margin (K€) = Expected Yearly Volume x Target Unit Price per UoM x Contribution Margin (%) = (20 x 5300 x 22.6%).
- Expected Full Business Potential CM (K€) = Sum of all years of Business Potential Margin Amount eg. from 2018 to 2022 (11,978 + 23,956 + 23,956 + 23,956 + 23,956)
- Expected Business Potential Margin per Unit (€/unit) = Sum of all years of Business Potential Margin amount / Sum of all years of Business Potential Volume (108/90)
- Expected Yearly Margin per Unit (€/unit) = Expected Yearly Margin (K€) / Expected Yearly Volume (24/20)

Below are examples of some of the calculations used for Weighted business potential:

Weighted Business Potential Calculation:

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- Weighted Yearly Volume = Expected Yearly Volume x Probability = (20 x 20%)
- Weighted Full Business Potential = Expected Full Business Potential Volume x Probability (90 x 20%)
- Weighted Yearly Margin (K€) = Expected Yearly Margin (K€) x Probability (24 x 20%)
- Weighted Full Business Potential CM (K€) = Expected Full Business Potential CM (K€) x Probability (108 x 20%)
- Weighted Potential Margin per Unit (€/unit) = Sum of all years of Weighted Business Potential Margin amount / Sum of all years of Weighted Business Potential Volume (22/18)
- Weighted Yearly Margin per Unit (€/unit) = Weighted Yearly Margin Amount / Weighted Yearly Volume (5/4)

Below are reference screen shots taken from Opportunities in Salesforce:

Screens taken from CRM SalesForces (Opportunities):

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Opportunity Information		Stage 3 – Closed Won	
Opportunity Owner	Link	Stage Reason	Won by Solvay
Opportunity Name	BBW - Creamy Body Wash	Expected Yearly Revenues	USD 907,600.00
Opportunity Convention Name		Probability (%)	100%
Account Name	VEE PAK INC	Close Date	9/28/2017
GBU		Opportunity Currency	USD
BU		Canibalization ?	☐
Visibility	Shared		